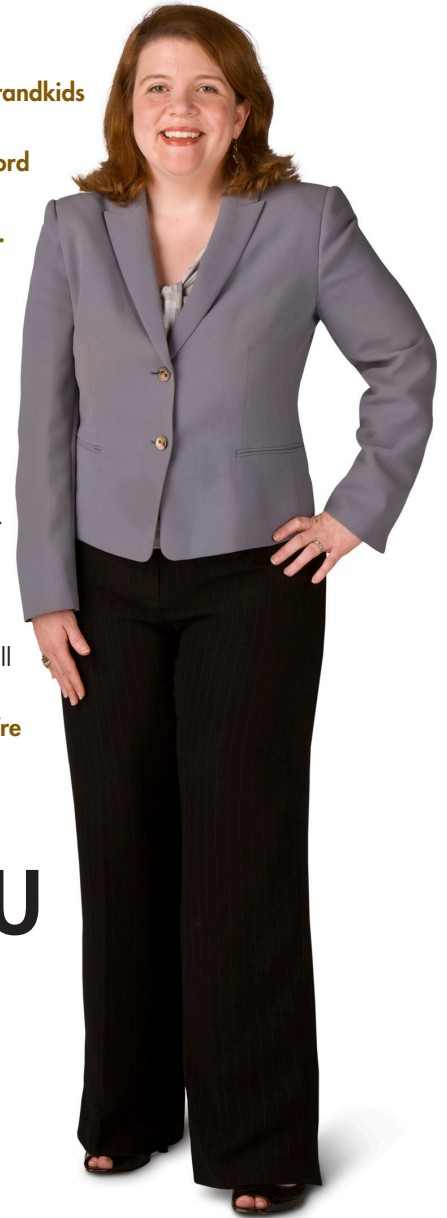


GARY FRIES
President Emeritus
Radio Advertising Bureau

BETH WEBB
VP of Research Methods and Quality
Arbitron Inc.



Cell-phone-only sampling is critical. Beth, I have grandkids who have never talked on a phone with a cord in their life. You have got to deal with this.

OK, Gary. We've accelerated cell-phone-only sampling to 151 Diary markets this spring and we expect to see solid gains in sample quality—especially among 18- to 34-year-olds.

You've got to finish the job. When are you going to do all markets? We're expanding to all our markets in the 50 states this fall. **Now you're talking, keep raising the bar!**

WE HEAR YOU



Learn more about cell-phone-only sampling at: www.arbitron.com/wehearyou